

## ASA KEY PERFORMANCE INDICATORS Quarter 2 2011

This document sets out how the ASA has performed against its key targets in the period 1 April – 30 June 2011 and a comparison with the same period last year. Indicators include the number of complaints received and resolved and the speed with which we deal with cases.

Full details of our performance are published in our Annual Report (May) and Annual Statement (October).

For more information please contact us at [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk).

Key Performance Indicator	Q2 2010 Performance	Target	Q2 2011 Performance
<b>Number of complaints received</b>	7,696	To report trend data on complaints received and resolved by quarter.	8,945
<b>Number of cases received</b>	2,945	To report trend data on the number of ads to which the total complaints relate	6,733
<b>Number of complaints resolved</b>	5,881	To report trend data on complaints received and resolved by quarter.	8,306
<b>Number of cases resolved</b>	3,049	To report trend data on the number of ads to which the total complaints relate	6,549
<b>Turnaround times for complaints</b>		We aim to resolve 80% of cases within the turnaround times stated (working days).	
<b>Broadcast</b>			
Not Investigated	97%	5	90%
Not Investigated after Preliminary Work	91%	10	87%
Not Investigated after Council Decision	98%	25	85%
Informal Investigation	98%	35	94%
Standard Investigation	100%	85	94%
Complex Investigation	100%	140	58%
<b>Non-broadcast</b>			
Not Investigated	89.8%	5	85.7%
Not Investigated after Preliminary Work	82.9%	10	74.6%
Not Investigated after Council Decision	91%	25	92%
Informal Investigation	92%	35	95%
Standard Investigation	97%	85	97%
Complex Investigation	83%	140	75%
<b>Independently reviewed cases<sup>1</sup></b>			
<b>Total Cases received</b>	9	<b>To report the number of cases reviewed by the Independent Reviewer.</b>	13
Of which:			
Cases Withdrawn/ineligible	0		2

<sup>1</sup> Full details of the Review procedure are set out in the Advertising Codes and available at [www.asa.org.uk](http://www.asa.org.uk).

Cases Not for Council	6		4
Cases in Progress	1		6
Cases to Council	2		1
<b>Customer Satisfaction<sup>2</sup></b>			
<b>Complainants</b>	56%	To report on customer satisfaction surveys undertaken with complainants and advertisers	53%
<b>Advertisers</b>	74%		78%
<b>Advice and Training<sup>3</sup></b>			
Total number of industry contacts and occasions when advice and guidance was provided by CAP and ASA	21,414	Increased usage of the self-regulatory system's advice, training and guidance resources	20,437
<b>Usage of the ASA website</b>			
<b>Number of unique visitors</b>	157,700	To report the number of visitors and visits to the ASA website.	163,250
<b>Number of visits</b>	221,281		228,209

<sup>2</sup> ASA Customer Satisfaction Survey – “overall satisfaction” score for complainants and advertisers January-June 2011 compared to same period in 2010.

<sup>3</sup> Includes Copy Advice enquiries, number of delegates at in-house and external training seminars, readership of advice newsletters, unique visits to Advice Online, Help Notes, case studies and check lists.